Zoomer Propaganda

DER EINZIGE
AUG 23, 2024

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The idea of propaganda is something that has always interested me. In my later high school years, I actually made a lot of propaganda images for a few groups, usually smaller ones that didn't have the resources to have them done professionally. Praxia, who is on here, is actually one of them as I was member several years ago. I still see some stuff I made floating around on Telegram & iFunny from time to time.

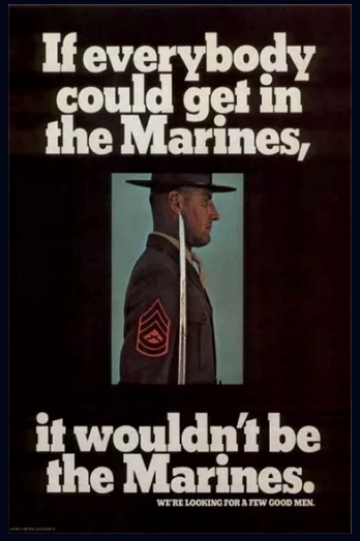
Joseph Göbbels was & is a significant influence on me. It's no secret that he was a very skilled speaker & propagandist, but even his more personal words in his diaries are quite revealing. As much as I love Mein Kampf & it's author, Göbbels being a National Socialist (as opposed to THE National Socialist) makes him much more relatable. He also held the utmost loyalty to the bitter end, as a true friend.

Propaganda virtually always comes with a negative connotation, outside of people involved in non-electoral politics. Propaganda is most easily defined as “The deliberate spreading of information, such as facts, arguments, rumors, half-truths, or lies, to influence public opinion and further an agenda.”

As you can tell, propaganda is fairly wide reaching. For this article, I will focus on the function of spreading an ideology.

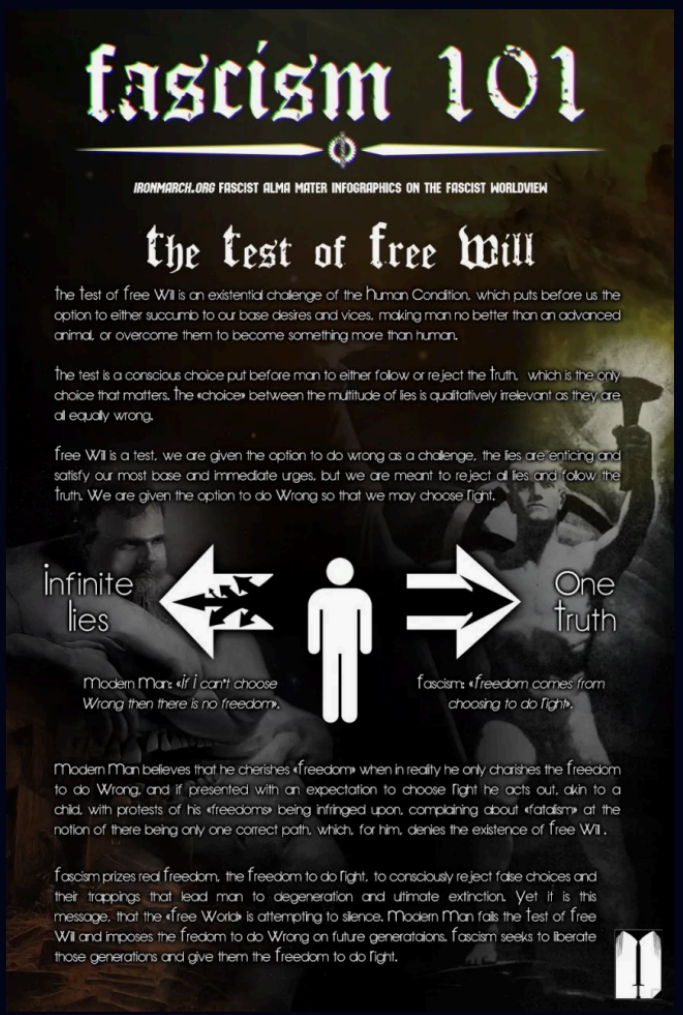
In all honesty, propaganda is an art form. The most important function of art is to convey things that are very difficult to convey through words. Just like a song conveys emotion, propaganda conveys a worldview. While it may be easy for the more aristocratic audience to understand a worldview via books & speeches, the layman generally cannot. The layman is far more concerned with individual issues, as will as simple symbols & slogans. Men are ultimately more responsive to the Aesthetics of a Movement than any written doctrine.

You can see this in military recruitment posters easily. They don't give you a list of reasons as to why you should enlist, they usually show a picture of a tough looking fighter & a simple slogan like “Do you have what it takes?” The point being to play off of insecure masculinity in young men, who want to be the tough looking fighter on the poster.



There's a reason Communist agitators never walked around handing out Das Kapital, they handed out short pamphlets showing their overall messages & art to match. Reading books about politics, history, economics, etc. is a hobby only carried out by the few.

NatSoc propaganda generally ended after Rockwell's ANP declined. Posters & books would float around & eventually find homes on sites like Stormfront in the 90's, but there were very few actually producing anything new - especially after National Vanguard fell apart. The IronMarch forum started a sort of renaissance in NS artwork starting around 2015. Anyone in the peripheries of the movement has probably seen the Fascism 101 infographics or hyper edgy Dark Foreigner artwork at some point or another. This actually continues to influence the artwork of IronMarch's spiritual successor on Terrorgram.



White Nationalism vs Fascism

On the surface, White Nationalism is an extension, or more popularly known as a form of American National Socialism. This tends to confuse even the most of genuine of Fascists/National Socialists because the White Nationalist exterior image. Even worse, American White Nationalists who do not understand Europe will try to push their white equality onto Europeans and will try to urge them to forget their ethnic culture, history and conflicts for the sake of 'white unity'. In this graphic we will dissect the interior of White Nationalism in contrast with Fascism/NS, the only solution to White Nationalism.

The White Nationalist agrees with the Fascist only on superficial matters. For example; the Jewish Question, anti-Communism, being pro-white, etc. While still important, it still is not the whole of the Fascist/NS worldview.

The White Nationalist will reference previous National Socialist leaders such as Dr. William Pierce or George Lincoln Rockwell. However, carrying the flame of what they began is never carried because White Nationalists tend to be pro-System or anti-revolutionary.

White Nationalism is an umbrella term for pro-white individuals who are:

- Libertarians
- Conservatives
- Liberals
- Republicans
- Capitalists
- Feminists

The List goes on . . .

Not only does this lack of coherent views create division within American Nationalism, it also adopts the false notion that all whites are equal whether they are pro-white or not. The White Nationalist may not say this, but the attitude is still present with certain circles that operate under this guise.

Some of the worst whites imaginable are considered to be just as "Aryan" as our predecessor Fascist movements. Liberation of the white race from the grasp the Jews hold on our future is very important. However, this does not include putting up with or tolerating degenerate behavior from pure white trash.

Lastly, the victim mentality. White Nationalists are just as bad as the blacks about playing victim. This includes begging their big brother government to treat them as whites fairly and will cooperate with sell-out whites to make things easier on themselves. This approach is extremely **weak** and is excused because it's used to "appeal to the masses".

The Fascist rejects equality, and understands there can be no equality within nature, not even amongst whites.

The Fascist is opposed to everything that conflicts or compromises the worldview.

The Fascist does not beg on his/her knees for big brother to *give them a break*.

The Fascist lives only by high standards, which are determined by the Fascist worldview, which is can be loosely defined as positive evolution.

Lastly, the Fascist would never need to refer to his/herself by anything else **THAN A FASCIST OR NATIONAL SOCIALIST.**

Call it "divisive", but Fascism/NS is a worldview that one lives in total without excuse.
For those who feels this encourages infighting; **THERE WILL ALWAYS BE INFIGHTING AMONGST WOLVES.**

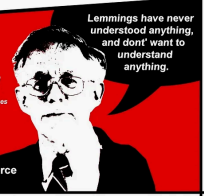
Find out why mass movements will never work!

LEMMINGS FOR ALTRIGHT IDIOTS

Psychology of the Lemming

Explained in dumbed-down images for easy comprehension!

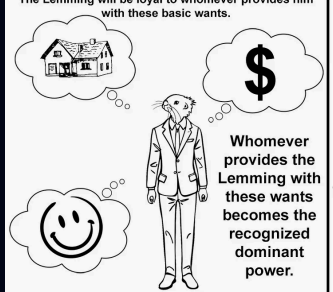
originally explained by
Dr. William Luther Pierce



Welcome to Psychology of the Lemming.
And here is the star of our educational course:

Also known as: Average Joe, Normie, Sheeple, Vegetable, TV-Watcher, Comic Book Reader

Lemmings have basic desires of security and happiness. The Lemming will be loyal to whomever provides him with these basic wants.

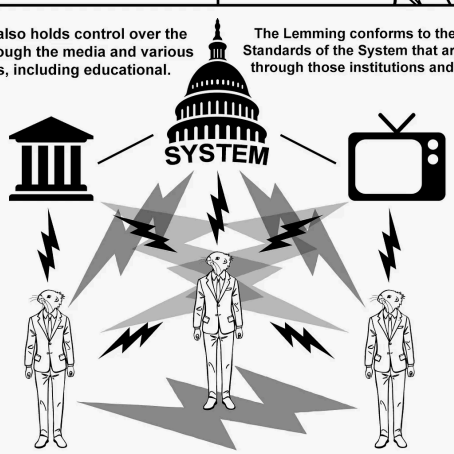


Whomever provides the Lemming with these wants becomes the recognized dominant power.

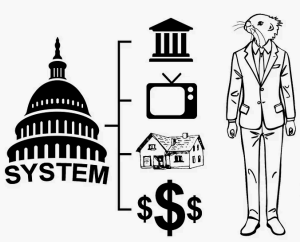
Today that power is our enemy - The System. It gives the Lemming these things, thus the Lemming is loyal to it.

The System also holds control over the lemmings through the media and various institutions, including educational.

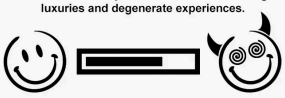
The Lemming conforms to the Laws and Standards of the System that are reinforced through those institutions and the media.



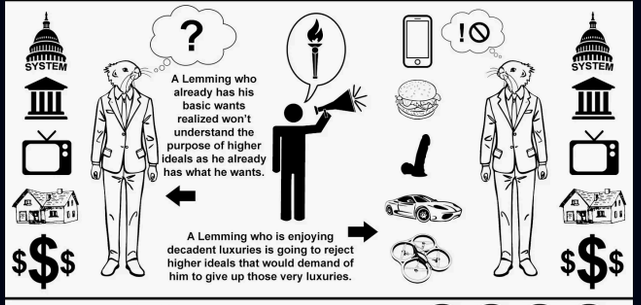
The Lemming then applies peer pressure to other Lemmings to conform with the System, it's Laws and Standards. Should the Lemming fail to conform, he may be punished and lose his comforts and wants that the System provides.

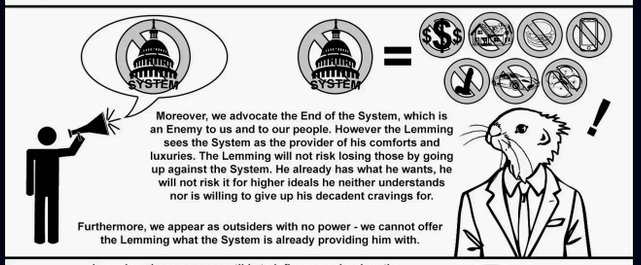


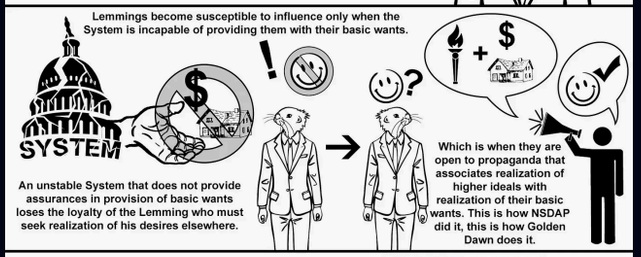
The System needs to provide the lemming with his basic desires to have his mindless loyalty. However, once the Lemming has his basic desires realized, he will grow decadent and develop a desire for more extravagant luxuries and degenerate experiences.

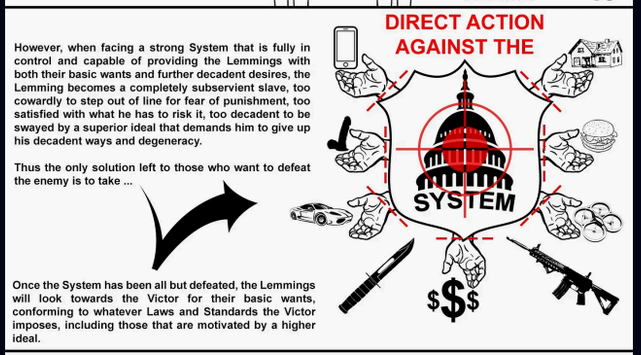


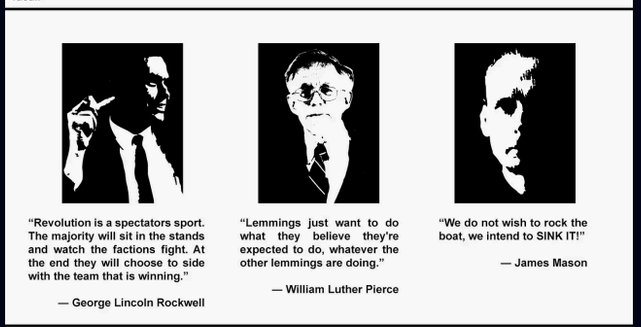
If the System has the means it will establish a consumerist society, offering the Lemming those luxuries and experiences. It will further develop and reinforce that desire through the media. The Lemming will become more brainwashed and loyal to the System.

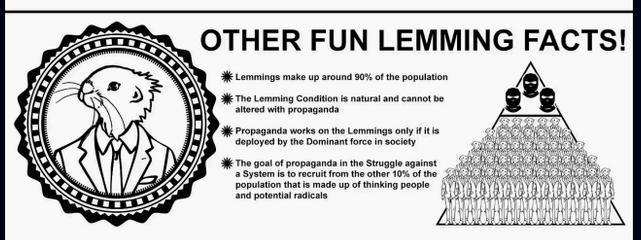












Pay attention to the bottom panel of this infographic btw!!!

There's a few examples of the IronMarch era propaganda.

During this same time, the AltRight was also gaining momentum online, especially in places like 4chan & other less moderated platforms. Through this, NS propaganda took the form of memes. Usually shitposts, like Pepe in an SS uniform or something. It was cringy, but I'm sure it attracted a good number of people.

This was the era of Vine, and some of the edits I'm about to bring up first popped up there. Generally WW2 & Hitler speech footage over some random remixed song. I vividly remember seeing one using the song Seven Nation Army many years ago.

SoyStack doesn't support videos, so I will instead ad links to a handful of edits I think get the point across the best:

https://t.me/sukhoieternal/57

https://t.me/sukhoieternal/58

https://t.me/sukhoieternal/59

https://t.me/sukhoieternal/61

https://t.me/sukhoieternal/60

https://t.me/sukhoieternal/62

Ignore that those are out of order.

As we can see from those few examples, the content of these edits can vary drastically. Some are far more humorous while others are comedic. Some, like the 4th link, are almost purposefully designed to be completely incomprehensible to outsiders. Noteworthy among all of them is how few words, if any, are shown. It's based entirely off the aesthetics of NS & the spirit - geist - behind it.

A notable example is the last link, which is actually an edit of the 1924 movie Siegfried. It may seem odd at first, but once you understand the spiritual background of National Socialism & how old legends like that of Siegfried are important you start to understand. In fact, a lot of these edits contain only a few frames of outright NS imagery. It's often things generally related to European history, paganism/occultism, and other things that fit into the overall worldview but hold a somewhat esoteric place in it.

The 5th link, my personal favorite, is certainly Nazi. But a layman could only grasp this by the SS symbols & maybe the Swastikas. Other symbols, like Castle Wesselburg, the Runes, the ancient depiction of the Swastikas, and other symbols only lead to questions. Like what is Castle Wesselburg? Why are SS soldiers portrayed next to imagery of knights? What are all these weird symbols? To NatSocs, these are well known but basically no normie knows what the Honour Ring or Dagger is.

This is the sort of thing we want people looking into. We want those few who have the intellectual capacity to go against the general consensus to look into the lesser known aspects of NS so they will get a better understanding than what our enemies portray in their articles & history books. I think it's fairly well understood that the average person would agree with at least 80% of NSDAP beliefs if they didn't know they came from muh evil Nazis.

A core aspect of these edits is almost always related to Aryan history & culture. In the words of the One-Before-The-Last himself: “If today I stand here as a revolutionary, it is as a revolutionary against the Revolution.” National Socialism is foremost a return to the ideals of a pre-Christian Germania. NS views of nature, war, society, and everything else ultimately stem from this root. To be a National Socialist is to be the man Arminius would expect you to be. Therefore, things related to White history are extremely important. That's the reason people like Survive The Jive are so popular among the NS community. Simply learning about your ancestral heritage is to take in NS propaganda.

To continue, it's very difficult to censor these edits (unless you're iFunny, where they ban basically anything cool looking) due to the often esoteric nature of their imagery. It might be easy to take down Hitler speeches, but no Tiktok moderator knows who Miguel Serrano is or what Hyperborea means. The only people who can really look at these and conclude “Nazi propaganda” are fairly seasoned lefty activists, who no one cares about.

Further, propaganda hinges on a skillful use of the current artistic zeitgeist to resonate. The propaganda that the ANP produced in the 60's wouldn't resonate today. The language of today's youth is this more shortform content like edits. Making Hitler a Tyler Durden-esque figure is the best way to connect with the youngest generations that are perhaps the most victimized by modernity.

I doubt many of my readers use Tiktok nowadays, and haven't in a year or so, but there's actually a decent number of NS or adjacent people on there. You'll usually see these edits or the news posts & memes similar to what was posted on 4chan back in the day. Its obviously younger dudes, probably still high schoolers, but these videos often get tens of thousands of likes. The whole "Never lose your smile" thing is endemic to that crowd.

Finally, on a personal note, I actually love watching these. Especially the ones made by dudes who are clearly very well versed in NS ideology & history. They're often strikingly beautiful, even if accompanied by overused songs like After Dark & ecstacy (slowed + reverb). A sort of artwork that could only come from the internet.

Hail Victory.

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Hessian Aug 23

Liked by Der Einzige

Tik Tok is a massive RW breeding ground right now, I get a lot of Arno and Hitler edits.

LIKE (4) REPLY SHARE

Norman Eckart Aug 24

Liked by Der Einzige

Propaganda is propagation, to multiply or expand out. It's memetics, and the aesthetics of ideas. To make something catchy or memorable or meaningful is in the realm of art even more than it is in a science. Rather than it being irrational appeal I'd call it subrational - good forms of it appeals to parts of ourselves deeper than the intellectual depth, to the point that even smart people struggle to explain why they are so enamored with certain pieces. It's the difference between explaining the ingredients and eating the meal itself.

https://www.bitchute.com/video/xJ5OA1zD7AwX

This one stuck with me, another gem from 4chan. It's a funny juxtaposition with many of the movements and images oddly aligned in shape and energy of the music. It aligns so well that I swear I hear the lyric, "You're an Aryan!" instead of the actual "alien". Even when I watched it before subsequent revelations I immediately found it funny in that impressed, non-mocking way. It was catchy and cool and I found myself returning to it many times over the years.

If I am honest about my investigations into the nature of Nationalism and about that time in history, it was pieces like this - funny, cool, entertaining - that disarmed the reflexive mind-shut mechanisms programmed into me by Hollywood and let me examine with an open mind the claims being made. In that way these propagated memes were vital in my redpilling, even if they were just jokes and pretty concoctions. The reverse is undoubtedly true about the mental poisons instilled into us from bad propaganda, but the solution is to realize that the truth, unadorned, is not enough - but appeals to that deeper truth, the truth in such a form that resonates with the mind and soul, that is what is necessary to destroy the great lies of this world.

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This is another article taking aim at something that's generally associated with the left, and recontextualizing it.

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